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# Strategic Corporate Social Respo nsibility Sustainable Value Creation

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**Sustainability and**

**Corporate Social**

**Responsibility:**

**Driving Business**

**Value** Triple bottom

line (3 pillars):

sustainability in

business

**Sustainability and**

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Sustainability

Leadership and

Corporate

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London Business

School How to

approach CSR in a

sustainable manner |

Caroline Dale Ditlev-

Simonsen |

TEDxOsloSalon What

is Corporate Social

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Responsibility (CSR)?

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Corporate Social  
Responsibility -

Elkington's Triple  
Bottom Line Strategic  
Corporate Social  
Responsibility Case  
Presentation - The  
Corporation

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What is Corporate  
social responsibility  
(#CSR) ?

Sustainability and

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corporate social  
responsibility at  
Alstom

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The social  
responsibility of  
business | Alex  
Edmans | TEDxLondo  
nBusinessSchool

~~What is CSR?~~ **Why  
the triple bottom line  
is important.** Coca

Cola Social  
Responsibility

~~Corporate Social~~



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~~Responsibility~~ — ACCA

~~P1~~ Revision Theory

Trailer: Channel CSR

- Corporate Social

Responsibility

explained

Sustainability in

Business = 51% to

81% MORE PROFIT

(CSR) #6: Political

CSR: The Corporation

as Political Actor

Coca Cola Corporate

Social Responsibility

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Sustainability

Corporate \u0026

economic

responsibility | SAM

RODDICK |

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and SustainAbility on

corporate social

responsibility

Corporate Social

Responsibility and

Strategy

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What is  
CORPORATE  
SUSTAINABILITY?

What does

CORPORATE  
SUSTAINABILITY  
mean?

---

Corporate Social  
Responsibility:  
Marketing Tool or  
Reality? | Olivier  
Delbard **CSR And  
Sustainability #3:**  
Strategic CSR:

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Ambitions and

Critiques Moving

beyond Corporate

Social Responsibility

to Corporate

Sustainability

*Corporate Social*

*Responsibility (CSR):*

*Practical Perspectives*

*by Thomas*

*Beschorner* **Strategic**

**Corporate Social**

**Responsibility**

**Sustainable**

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Strategic Corporate  
Social Responsibility:  
Sustainable Value  
Creation, Fifth Edition

, redefines corporate  
social responsibility  
(CSR) as being  
central to the value-  
creating purpose of  
the firm and provides  
a framework that firms  
can use to navigate  
the complex and  
dynamic business

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landscape. Based on a theory of empowered stakeholders, this bestselling text argues that the responsibility of a corporation is to create value, broadly defined.

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Social  
Responsibility:**

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## **Sustainable...**

- Strategic CSR seeks to assure profitability through enhanced relationship with all stakeholders, not just shareholders. As Chandler asserts, CSR is a responsibility among firms to meet the needs of their stakeholders and it's a responsibility

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among stakeholders  
to hold firms to  
account for their  
actions.

Sustainable

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Social**

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**Sustainable ...**

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Creation (NULL) 5th



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ed. by Chandler,  
David (ISBN:  
9781544351575) from  
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eligible orders.

**Strategic Corporate  
Social  
Responsibility:  
Sustainable ...**  
Strategic Corporate  
Social Responsibility

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provides a comprehensive and integrated overview of the field of CSR that brings today's tools and standards to the fore, and should prove an invaluable classroom asset.

Topics range from defining CSR to leadership to metrics and reporting, with cases that illustrate

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each of the important subjects.

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Social  
Responsibility |  
SAGE ...**

We review three theoretical approaches to strategic corporate social responsibility (CSR), which can be defined as voluntary

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CSR actions that enhance a firm's competitiveness and reputation. The...

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Corporate Social  
Responsibility and**

...

We review three theoretical approaches to strategic corporate social responsibility

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(CSR), which can be defined as voluntary CSR actions that enhance a firm's competitiveness and reputation. The...

## **Strategic Corporate Social Responsibility and**

...

Sustainability and  
Corporate Social  
Responsibility (CSR)

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Response to the challenges of the modern world  
Sustainability is a comprehensive approach to management of organizations which is focused on creating and maximizing long-term economic, social and environmental value.

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**Sustainability and  
Corporate Social  
Responsibility (CSR  
...**

(PDF) Strategic+Corp  
orate+Social+Respon  
sibility ... .. csr  
methods

**(PDF) Strategic+Cor  
porate+Social+Resp  
onsibility ...**

Strategic Corporate  
Social Responsibility:

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Sustainable Value Creation redefines corporate social responsibility (CSR) as central to the value-creating purpose of the firm. Based on a theory of empowered stakeholders, this bestselling text argues that the 'responsibility' of a corporation is to create value, broadly



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Strategic

defined.

Social

**Strategic Corporate**

**Social**

**Responsibility:**

**Sustainable ...**

Our sustainability,  
health and well-being,  
and CSR focus.

SAP's purpose to  
help the world run  
better and improve  
people's lives is the  
guiding principle to

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our business strategy, in particular, our sustainability, health, and corporate social responsibility (CSR) portfolio. We believe social, environmental, and economic activities and performance are interrelated – each impacting the others.

## **Sustainability & CSR**

*Page 26/39*

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## **Overview | About SAP**

Preview. Strategic Corporate Social Responsibility, Fifth Edition is a comprehensive CSR text with a strong emphasis on strategy. Balancing theory and practical applications, the text is divided into two parts. The first half of the text

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provides an overview of the field, stakeholders perspective, CSR as a strategic filter, and how to implement CSR effectively.

## **Strategic Corporate Social Responsibility | SAGE ...**

CSR programs have the potential to bring

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value to business and society, but only if done well. By aligning corporate citizenship efforts with revenue-generating activities, you can ensure your CSR program is strategic and sustainable. See Nicole's CSR tips as an interactive infographic. **VIEW NOW**

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**6 Steps To Building  
A Sustainable CSR  
Program**

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Social Responsibility:  
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Creation, Fifth Edition,  
redefines corporate  
social responsibility  
(CSR) as being  
central to the value-  
creating purpose of  
the firm and provides

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a framework that firms  
can use to navigate  
the complex and  
dynamic business  
landscape.

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**Social**

**Responsibility |**

**SAGE ...**

Our sustainable  
development agenda,  
tied to the UN's goals  
for the year 2030, are

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the centerpiece of our  
Corporate  
Social  
Responsibility  
Strategic Plan. In  
addition to the policies  
(explained in detail  
here), the 20.22 Plan  
collects and analyzes  
other trends that will  
irrevocably change all  
companies' business  
models. Digital  
transformation. Digital  
disruption creates



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many opportunities,  
but also major  
challenges.

Responsibility

**2022 Plan -**

**Corporate Social  
Responsibility -**

**Ferrovial**

Keywords corporate  
social performance,  
corporate social  
responsibility,  
environmental  
sustainability,

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Strategic

resource-based view  
of the firm, strategic  
leadership

Abrahamson, E. (1996). Management  
fashion .

**Strategic Corporate  
Social  
Responsibility and**

...

For corporate social  
responsibility activities  
to be truly

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sustainable, a company should work to build a strategic advantage around CSR. A change in the activities of a market leader can cause stakeholders' expectations to shift quite rapidly, which can hurt the reputations of firms that stick to the old ways.

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**Corporate social  
responsibility -  
Strategies**

Blending theory with practical application, Strategic Corporate Social Responsibility, Third Edition supports courses at the intersection of corporate social responsibility (CSR), corporate strategy,

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Strategic

and public policy.

Authors David

Chandler and William

B. Werther, Jr.,

provide an overview

of the field by defining

CSR, placing it in the

context of wider

corporate strategy,

and covering its core

concepts and

practical challenges.

**Strategic Corporate**

*Page 37/39*

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## **Social Responsibility: Stakeholders ...**

An economic social responsibility strategy begins with making sure a company is sustainable, which in turn means it is profitable. Not only does a company need to make a profit to satisfy its...

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